

12-13-04

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PATENT
ATTORNEY DOCKET NO. 03183706

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Ivanyi, Thomas P.

Serial No.: 09/944,348

Filed: August 31, 2001

For: **SYSTEM AND METHOD FOR
MONITORING AND STORING
INFORMATION PERTAINING TO
TELEVISION VIEWER OR USER
BEHAVIOR**

Group Art Unit: Unassigned

Examiner: Unassigned

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Date of Deposit: December 10, 2004

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Refugio Solorio *Solorio* *12/10/04*
Refugio Solorio

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

TRANSMITTAL LETTER

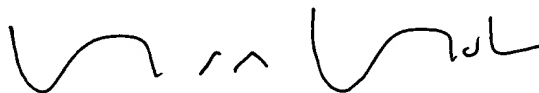
Dear Sir:

Enclosed herewith are the following for the above-captioned application:

1. Information Disclosure Statement;
2. Form PTO/SB/08B;
3. Complete copy of 5 cited references; and
4. Return receipt postcard.

The Commissioner is hereby authorized to charge any additional filing fees required under Rule 1.17 concerning this transaction, or to credit any overpayment to Deposit Account 13-0019.

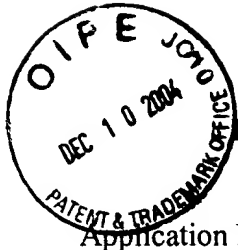
Respectfully submitted,



Dated: December 10, 2004

Michael A. Molano
Reg. No. 39,777

CUSTOMER NO. 26565
MAYER, BROWN, ROWE & MAW
P.O. Box 2828
Chicago, Illinois 60690-2828
(650) 331-2000



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No.: 09/944,348

Applicant: Ivanyi, Thomas P.

Filed: August 31, 2001

Art Unit: Unassigned
Examiner: Unassigned

Title: SYSTEM AND METHOD FOR MONITORING AND STORING
INFORMATION PERTAINING TO TELEVISION VIEWER OR
USER BEHAVIOR

Docket No.: 03183706
Customer No.: 26565

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT UNDER 37 C.F.R. § 1.97(b)

Dear Sir:

Pursuant to 37 C.F.R. §§ 1.56 and 1.97(b), Applicant's Attorney brings to the attention of the Examiner the documents listed on the attached PTO/SB/08a form.

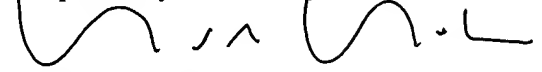
Applicant's Attorney, respectfully requests that the Examiner consider the listed documents and evidence that consideration of relevant portions thereof by making appropriate notations on the attached form.

This submission does not represent that a search has been made or that no better art exists and does not constitute an admission that each of all of the listed documents are material or constitute "prior art." If it should be determined that any of the listed documents do not constitute "prior art" under United States law, Applicant reserves the right to present to the Office the relevant facts and law regarding the appropriate status of such documents.

Applicant further reserves the right to take appropriate action to establish the patentability of the disclosed invention over the listed documents, should one or more of the documents be applied against the claims of the present application.

If there is any fee in connection with the filing of this statement, please charge the fee to our Deposit Account No. 13-0019.

Respectfully submitted,



Dated: December 10, 2004

Michael A. Molano

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Substitute for form 1449A/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet

1

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Complete if Known

Application Number	09/944,348
Filing Date	August 31, 2001
First Named Inventor	Ivanyi, Thomas P.
Art Unit	Unassigned
Examiner Name	Unassigned
Attorney Docket Number	03183706

U. S. PATENT DOCUMENTS

[illegible]

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁶
		Country Code ³ Number ⁴ Kind Code ⁵ (if known)				

**Examiner
Signature**

Date
Considered

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. 1 Applicant's unique citation designation number (optional). 2 See Kind Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. 3 Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). 4 For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. 5 Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. 6 Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: **Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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